

Message Text

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PAGE 01 TAIPEI 06811 120352Z

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ACTION EA-10

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TO USDOC WASHDC

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USDOC FOR OIM/FE SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: MARKET RESEARCH - AMEVKL, HOTEL AND RESTAURANT

EQUIPMENT, REPUBLIC OF CHINA

REF: A) STATE A-3229 OF 4/22/74; B) CONTRACT NO.1340-401040

OF 6/28/74

1. POST FORWARDED BY APO AIR MAIL 10 COPIES OF "HOTEL AND RESTAURANT EQUIPMENT MARKETS IN TAIWAN" PREPARED BY CHINA CREDIT INFORMATION SERVICE (CCIS).
2. POST REVIEWED SUBJECT STUDY WITH CONTRACTOR ON FIVE SEPARATE OCCASIONS AND POINTED OUT CONTRADICTIONS BETWEEN DIFFERENT SECTIONS OF THE STUDY, STATISTICAL ERRORS, PROBLEMS OF CLARITY OF PRESENTATION, GRAMMATICAL ERRORS AND PORTIONS OF STUDY WHICH DID NOT FULLY SATISFY REQUIREMENTS OF SPECIFICATIONS. WHILE SOME PROBLEMS OF GRAMMATICAL USAGE AND STYLE REMAIN, MAJOR DEFICIENCIES HAVE BEEN CORRECTED. CONTRACTOR HAS PREPARED A CREDIBLE OVERVIEW OF MARKET FOR AMERICAN HOTEL AND RESTAURANT EQUIPMENT.
3. CCIS, THOUGH BASICALLY A CREDIT INFORMATION SERVICE, PREPARES A NUMBER OF BUSINESS, ECONOMIC AND MARKET RESEARCH PUBLICATIONS, PERIODICALS AND STUDIES. MRO VISITED CCIS'S FACILITIES AND FOUND ITS DATA BANKS TO BE QUITE UNCLASSIFIED

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EXTENSIVE. ON OCCASIONS, REQUESTS MADE TO CCIS FOR STATISTICAL

INFORMATION NOT ELSEWHERE CENTRALIZED WERE MET WITHIN A FEW HOURS. WITH REGARD TO SUBJECT STUDY, HOWEVER, CCIS HAS NO NATIVE SPEAKER OF ENGLISH ASSOCIATED WITH THE FIRM. THUS WHILE ITS STAFF'S ACCESS TO DATA WILL BE OF GREAT VALUE IN PREPARATION OF FUTURE STUDIES, CCIS'S FUTURE RESEARCH PRESENTATIONS WOULD BE IMPROVED WITH THE SERVICES OF AN ENGLISH LANGUAGE TECHNICIAN, PREFERABLY A NATIVE SPEAKER. THESE POINTS WILL BE RAISED WITH CCIS FOR THEIR INFORMATION IN BIDDING FOR FUTURE USDOC CONTRACT RESEARCH.

4. IN ACCORDANCE WITH SECTION 2SJF REF B), POST WILL PAY CCIS NT\$70,800 (APPROXIMATELY US\$1,868.06) OR THE FIRST 2/3 PAYMENT OF THE TOTAL FEE.
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